

January 16, 1954

Mr. Allan Bregman
M.C.A.
598 Madison Ave.
New York, 22, N.Y.

Dear Sir:

I spoke with Andrew Vladimir the other day in connection with the placing of Les Elgart and his band some weekend here in New Haven. Andy thought that I might be able to do a better job on this than he would have time for and he asked me to handle the entire affair. I shall be only too happy to assist you and MCA in this matter.

There are openings for Les on several forthcoming weekends in the second term. As you probably know, the Yale Junior Prom is on February 26th this year and the nine fraternities all have dances of their own on February 27th. There is an excellent chance that most of these organizations have not yet booked bands for that night.

Our television station produces shows on Monday, Tuesday, and Wednesday nights televising to all ten colleges. But it should be remembered that our schedules are flexible and perhaps something could be done in this line.

Please send me any information and publicity releases that might aid me in booking Mr. Elgart for the Prom Weekend---the number of men in his band, his rates, whether he desires travelling expenses to be

paid in New Haven, etc.

Let me assure you that all effort will be used in attempting to assist you in this matter, and that the entire facilities of our station are at your command if you so desire.

Thanking you for an early reply, I am

Very truly yours,

Terence G. O'Brien

Program Director --WYBC, WYBC-TV